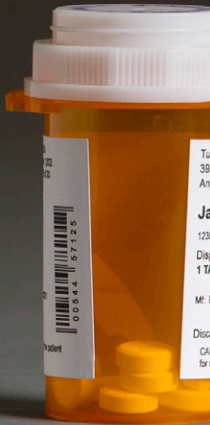


CDC Rx AWARENESS CAMPAIGN OVERVIEW

From 1999 to 2015, more than 183,000 people died in the United States from overdoses related to prescription opioids.¹

Every day, more than 1,000 people are treated in emergency departments for misusing prescription opioids,² and more than 40 people die from prescription opioid overdoses.³



THE NEED

The Centers for Disease Control and Prevention's (CDC) National Center for Injury Prevention and Control, along with other federal agencies, recognizes this critical threat to public health and has made it a priority to raise awareness about the risks of prescription opioid misuse. Critical to achieving this goal is the development of an evidence-based, consumer-directed communications campaign that resonates with those at risk for prescription opioid misuse and overdose.

THE APPROACH

CDC's Rx Awareness campaign focuses on adults ages 25–54 who have taken opioids at least once for medical or nonmedical use. The goals of CDC's Rx Awareness campaign are to:

- Increase awareness that prescription opioids can be addictive and dangerous, and
- Increase the number of individuals who avoid using opioids nonmedically (recreationally) or who choose options other than opioids for safe and effective pain management.

Based on past success with using testimonials to effectively communicate about complex and sensitive health behaviors, CDC incorporated first-person stories into its public campaign to educate and raise awareness about the dangers of prescription opioid use and abuse. CDC developed a series of videos and television ads as the cornerstone of the campaign, featuring individuals living in recovery or recovering from opioid use disorder, as well as family members who have lost someone to prescription opioid overdose. The testimonials provide compelling real-life accounts to help make others aware of the risks and dangers of prescription opioids.

Rx AWARENESS CAMPAIGN MATERIALS

DIGITAL

- 30-second testimonial videos
- Web banner ads
- Online search ads
- 5-second bumper digital video ads

CAMPAIGN WEBSITE

- cdc.gov/RxAwareness

RADIO

- 30-second ads

OUT-OF-HOME

- Billboards
- Newspaper ads



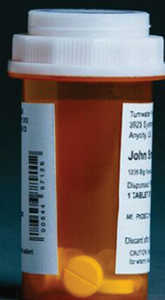
**Centers for Disease
Control and Prevention**
National Center for Injury
Prevention and Control

**Prescription opioids can be
addictive and dangerous.**

It only takes a little to lose a lot.



cdc.gov/RxAwareness



Findings from CDC's formative research guided the development of the campaign tagline, "It only takes a little to lose a lot," and the reality statement, "Prescription opioids can be addictive and dangerous." For the campaign, the tagline and reality statement are paired with compelling visuals that were also developed with guidance from the research.

In addition to these testimonials, the campaign includes radio ads, web banners, social media ads, newspaper ads, and billboards. CDC conducted two rounds of formative research to learn which concepts, messages, and materials resonate with target audiences and motivate them to talk with family, friends, and health care providers about the risks of prescription opioid use, abuse, and overdose. Research participants included male and female adults from ages 25 to 35 and 45 to 54, which is the target audience for the current campaign.

PILOT TESTING

CDC conducted a pilot that implemented all components of the Rx Awareness campaign for 14 weeks in 9 high-burden counties in 4 states: Ohio, Oregon, Rhode Island, and West Virginia. CDC based this placement on criteria such as reach, participants' readiness to implement a campaign, and level of interest. The pilot presented an important message to these areas—which are highly affected by prescription opioid overdose—while also allowing CDC to test creative campaign materials in the field and obtain valuable input on the ads before the campaign is launched. An assessment of the pilot campaign explored target audiences' exposure to and perceptions of a series of campaign messages and materials.

CAMPAIGN LAUNCH

CDC created the Rx Awareness campaign for states, coalitions, and communities to implement across the country. These groups can use all the Rx Awareness campaign materials and tag them for local use. The launch also includes a campaign implementation guide to support states in using the campaign materials. These materials are available to CDC-funded states and will also be publicly available in the future through an online resource center.

This CDC public health effort includes many other materials, such as a new campaign website (cdc.gov/RxAwareness), patient-centered resources, and provider clinical tools (cdc.gov/drugoverdose/training).

¹ Centers for Disease Control and Prevention. Wide-ranging Online Data for Epidemiologic Research (WONDER). Atlanta, GA: National Center for Health Statistics; 2016. <http://wonder.cdc.gov>. Accessed December 2016.

² Substance Abuse and Mental Health Services Administration. *Highlights of the 2011 Drug Abuse Warning Network (DAWN) findings on drug-related emergency department visits*. The DAWN Report. Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration; 2013. <http://www.samhsa.gov/data/2k13/DAWN127/sr127-DAWN-highlights.htm>. Accessed December 2016.

³ U.S. Department of Health and Human Services, Office of the Surgeon General. *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health*. Washington, DC: U.S. Department of Health and Human Services; November 2016.